

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

A241.25
F762

UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



BOOK NUMBER
948241

A241.25
F762

July 31, 1957

COMMUNICATIONS TRAINING COURSE

Selected Bibliography

1. Introduction to Communication

PROGRAM PLANNING (EXTENSION) USDA, Washington, D. C. Extension Service
Circular No. 478, March 1952.

TECHNIQUES OF CREATIVE THINKING. Robert P. Crawford.
Hawthorn Books, Inc. New York: 1954

2. Learning Process

DISPLAY FOR LEARNING. Marjorie East and Edgar Dale. The Dryden Press.
New York: 1952

EXTENSION TEACHING METHODS. Federal Extension Circular 495, August 1955,
USDA

LEARNING AND INSTRUCTION. Nelson B. Henry, editor. 49th Year-book,
National Society for Study of Education. University of Chicago
Press. 1950

3. Group Process

GROUP DYNAMICS. Cartwright and Zander. Row, Peterson, & Co., White
Plains, New York. 1953. (See particularly Chapters 19, 20, and 21)

PERSONAL INFLUENCE. Katz and Lazarsfeld. Free Press, Glencoe, Illinois:
1955

RURAL SOCIOLOGY: THE STRATEGY OF CHANGE. Loomis & Beegle.
Prentice-Hall, Englewood Cliffs, N.J. : 1957

WHAT DO WE KNOW ABOUT LEADERSHIP? Gordon Lippitt. National Education
Association Journal, 1201 16th Street NW, Washington, D. C.
December: 1955

4. Communication Process

AGRICULTURAL COMMUNICATIONS SERVICES. Bryant Kearl and Hadley Read.
National Project in Agricultural Communications, Michigan State
University, East Lansing, Michigan. (pamphlet)

CAMPAIGNS IN AGRICULTURAL EXTENSION PROGRAMS. John W. Spaven. National Project in Agricultural Communications, Michigan State University, East Lansing, Michigan. (pamphlet)

COMMUNICATING WITH EMPLOYEES. National Industrial Conference Board, 460 Park Avenue, New York 22, New York: 1952. (pamphlet No. 129)

COMMUNICATION WITHIN THE MANAGEMENT GROUP. No. 80. National Industrial Conference Board, 460 Park Avenue, New York 22, New York: 1954. (pamphlet)

GETTING INFORMATION TO FARM FAMILIES. Hadley Read, University of Illinois, 1956.

INFORMATION METHODS PLAY A VITAL SUPPORTING ROLE IN EDUCATIONAL WORK IN THE USDA AND LAND-GRANT COLLEGES. Schlup. USDA. June 1953

THE WRITTEN WORD IN AGRICULTURAL ADVISORY WORK. Francis Byrnes, Technical Adviser, European Productivity Agency. Paris: 1956. (English language edition available OEEC Mission, Suite 61, 2000 P Street NW, Washington, D. C.

5. Training Methods

EXTENSION METHODS OF PROGRAM DETERMINATION. USDA, Washington, D. C. Extension Circular No. 477. January, 1952.

HOW TO PLAN AND CONDUCT WORKSHOPS AND CONFERENCES. Richard Beckhard. Association Press, New York. 1956.

HOW TO TEACH ADULTS. Adult Education Leadership Pamphlet # 5.

JUDGMENT IN TEACHING. University of Missouri Bulletin, Columbia, Missouri: 1951.

TRAINING FOR HUMAN RELATIONS. F.J. Roethlisberger et al. Plimpton Press, Norwood, Mass. 1954.

THE WORKSHOP WAY OF LEARNING. Earl C. Kelley. Harper & Brothers. New York: 1951.

WORKSHOPS IN AGRICULTURAL EXTENSION PROGRAMS. Gerald McKay. National Project in Agricultural Communications, Michigan State University, East Lansing, Michigan. (pamphlet)

6. Person-to-Person

POWER OF WORDS. Stuart Chase. Harcourt, Brace & Co. New York: 1953

WHY DON'T WE LISTEN. Edgar Dale in The News letter, February, 1957. Ohio State University, Columbus, Ohio

7. Public Speaking

EFFECTIVE SPEAKING. A. O. Smith Company, Milwaukee, Wisconsin: 1953.
(pamphlet)

SPEECH, CODE, MEANING AND COMMUNICATION. John W. Black and Wilbur E. Moore.
McGraw-Hill, New York: 1955.

8. Group Techniques

COMMITTEES AND CONFERENCES - HOW TO LEAD THEM. William E. Utterback.
Reinhart and Co., New York: 1950

CONFERENCE LEADERSHIP. Department of the Army, Washington, D. C.
Civilian Personnel Pamphlet, No. 32, 1949.

THE DYNAMICS OF THE DISCUSSION GROUP. Leland Bradford and John French.
Journal of Social Issues IV, (Spring 1948). Society for the Psychological Study of Social Issues. Association Press, 291 Broadway, New York 7, New York.

HOW A COMMITTEE WORKS. Research Summary, USDA Federal Extension Service.

HOW TO LEAD DISCUSSIONS. Adult Education Association, 743 No. Wabash Ave.,
Chicago 11, Illinois: 1955. (pamphlet)

HOW TO USE ROLE PLAYING. Adult Education Association, 743 No. Wabash Ave.,
Chicago 11, Illinois: 1955. (pamphlet)

POINTERS ON CONFERENCE LEADERSHIP. Training and Development Unit, Chicago
Post Office.

WORKING WITH PEOPLE IN SOIL CONSERVATION. USDA Soil Conservation.

9. Meetings

MEETINGS ARE WHAT YOU MAKE THEM. Henry Strauss and Co., Inc. 31 West 53rd
St., New York 19, New York: 1954.

NEW WAYS TO BETTER MEETINGS. Bert and Frances Strauss. Viking Press, New
York: 1951.

10. Communication Theory and Research

ART OF ASKING QUESTIONS. Stanley L. Payne. Princeton University Press,
Princeton, New Jersey: 1954.

COMMUNICATION AND THE COMMUNICATION ARTS. Bureau of Publications, Teachers College, Columbia University, New York. 1955.

ON HUMAN COMMUNICATION. Colin Cherry. John Wiley and Sons. 1957.

PROCESS AND EFFECTS OF MASS COMMUNICATION. Wilbur Schramm. University of Illinois Press, Urbana, Illinois: 1954.



